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REMARKS

In the Office Action, the examiner rejected Claims 1-18 under 35 U.S.C. 103(a) as being obvious over the technology disclosed by the cited Henson reference (U.S. Patent No. 6,167,383) in view of the cited Crutchfield reference (PTO-892). The applicant has amended the claims to more clearly differentiate the present invention from the teachings in the cited references.

In the Office Action, the examiner stated that Henson teaches all of the elements in the claim except for the vehicle information page, but Crutchfield teaches a web-based online store to configure electronic audio products and further teaches a vehicle information page. The examiner further states that Crutchfield further also teaches and hierarchical ordering.

One of the essential features the present invention resides in that the system builder displays a demonstration screen which shows examples of products available from the supplier before starting a process for system building. This feature is supported by the description at page 8, lines 2-12 with reference to the flow chart of Figure 2. None of the cited references this feature of the present invention. Therefore, the present invention is not obvious over the cited references taken singly or in combination, and thus, the rejection under 35 U.S.C. 103(a) is no longer applicable to the present invention.

In this opportunity, the applicant has amended the specification and drawings to correct the minor errors therein and

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to more clearly disclose the present invention. This is to verify that no new matter has been introduced by this amendment.

In view of the foregoing, the applicant believes that Claims 1-18 are in condition for allowance, and accordingly, the applicant respectfully requests that the present application be allowed and passed to issue.

Respectfully submitted,

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